

**HISTORIC PRESERVATION COMMITTEE MINUTES**  
**OF SEPTEMBER 8, 2008**

Meeting called to order by Chairperson Guensburg at 4:00 PM in Conference Room 108 of City Hall Plaza.

**PRESENT:** Iris Guensburg, David Korth, Gary Gray, Jeff Cichantek, Carl Scott

**ABSENT:** Melissa Lake, Alderman Scott Noble

**ALSO PRESENT:** Bonnie Curtiss, Planner/Zoning Administrator; Beth Rodewald, Executive Director of Main Street Marshfield; Jason Angell, Director of Planning and Economic Development; Bill Penker; Sharon Kirn, Director of Marshfield Convention and Visitors Bureau; Alderman Mike Feirer, CVB Board Chairperson; Barbara Beck, CVB Board Member; Julie Maslowski, Attorney for Augusta Roddis

Chairperson Guensburg moved item #4 up on the agenda.

**Presentation/Discussion on Marshfield Convention and Visitor's Bureau, regarding their mission and role in historic preservation.**

Sharon Kirn, Director of CVB, summarized the mission of the Marshfield CVB is to assist organizations, businesses, and individuals in promoting Marshfield and attracting visitors to the city and local hotels. The CVB is funded thru room tax collected by the city from visitors who stay overnight in a Marshfield hotel/motel.

Sharon explained that the CVB assists organizations in Marshfield who want to establish a new event or an on going event that has the capability of drawing overnight guests. Each year, \$3000 is budgeted for this purpose; each event is capable of being awarded from \$100 to \$500 per event. Each grant recipient fills out an evaluation at the end of the event as to how many estimated people and overnight rooms were gained from this event. Sharon stated the primary goal of the CVB is "heads in beds" as this has an economic impact to the city of Marshfield. The CVB also assists organizations in securing convention, by preparing VIP bags for overnight guests, assisting with registrations, securing room availability, and putting the convention on the web site calendar.

The CVB markets Marshfield area garden tours, farm tours, saints and suds tours and historic tours packages to motor coach companies. For the historic tours package, the CVB currently markets the Thomas House, the Worlds' Largest Round Barn, St. Johns Church, the Upham Mansion, the Yellowstone Trail and Central Waters Brew Pub. Sharon announced that Marshfield has secured a motor coach from Nebraska for 3 days and 3 nights this October.

The CVB attends sport and vacation shows in Milwaukee, Chicago, the State Fair in Milwaukee, the Great Outdoor Show in Oshkosh and numerous motor coach shows to promote Marshfield.

The Marshfield CVB belongs to the Central WI Tourism Association, which consists of Marshfield, Stevens Point and Wisconsin Rapids. This partnership allows Marshfield to split some of the costs of the shows three ways and also manpower to staff the booths.

Sharon informed the group that Marshfield CVB prepared a bid for the 2010 National Trappers Convention and was awarded the bid; a press release will come out shortly. This convention has the capability of bringing in 10,000 people.

Sharon summarized some the upcoming events organized by the Marshfield CVB. An event in the planning is to host the 2009 national or regional snowmobile races in February. The CVB hosts Dance & Romance Weekend in February and coming up this weekend is Maple Fall Fest. The CVB is in the planning stages of hosting for 2009 a Fall Color Harley Ride on the Yellowstone Trail in Oct 2-4 and also an antique car rally on the Yellow stone trail in Spring 2009. During the winter holidays, the CVB markets the Thomas House and Upham Mansion's Christmas Open House along with Holiday Highlights marketing during Rotary Winter Wonderland in December.

General questions and discussions took place amongst Marshfield CVB guests, the Committee and other interested citizens regarding several topics, but the main topic of interest was Marshfield's Visitors Guide. Suggestions were given on how to better emphasize and promote Marshfield's history and historic resources in the guide. Bill Penker suggested merging all the history information into one section. Gary Gray suggested the CVB provide a link on their website to the City's historic preservation webpage. Gray also suggested trying to get the historic district information together and to the CVB for the October deadline for the 2009 Visitors Guide.

Guensburg and Korth updated the CVB guests and Committee members on their meeting with the Marshfield Innkeepers Association.

**HP08-14** – Motion by Gray, second by Scott for planning staff to work with CVB staff to get information on Marshfield Historic Districts in the 2009 Visitors Guide.

**All Ayes.**

**Motion Carried.**

**Certificate of Appropriateness Application – Hamilton & Catherine Roddis House, 1108 E. 4<sup>th</sup> Street**

The Committee reviewed the application and submittals materials for the restoration of the porte-cochere wing of the house. Attorney Julie Maslowski was present at the meeting to represent the property owner, Augusta Roddis, and answer questions regarding the proposal. The Committee commented that the application materials were very thorough.

The majority of the work is repair and "in kind" replacement of surface and structural damage to the porte-cochere. The roof of the porch is badly damaged and will be replaced with a new copper flat-seam roof. The Committee briefly discussed whether the copper-roof material was appropriate or not, and noted that the flat-roof and new copper color would not be visible from a street view and copper-roofs naturally tarnish or darken in short period of time.

**HP08-15** – Motion by Korth, second by Cichantek to approve a Certificate of Appropriateness for restoration of the porte-cochere wing of "The Hamilton and Catherine Roddis House" at 1108 E. 4<sup>th</sup> Street, as presented in the application.

**All Ayes.**

**Motion Carried.**

## **Minutes of the July 7, 2008 Meeting**

**HP08-16** Motion by Korth, second by Gray to approve the minutes of the 7/7/2008 meeting.

**All Ayes.**

**Motion Carried.**

### **Update – Columbia Park Band Shell Restoration Project**

Ed Englehart provided a summary of the restoration project and a copy of the architect's inspection report. He is looking for any additional input, comments, questions or concerns that this committee might have.

Curtiss concurred with Jim Sewell, preservation architect with Wisconsin Historical Society, that any potential future alteration or enlargement of the stage would not be recommended – as this might have adverse impact on this historic structure.

As for the future options for ADA accessibility, Korth recommended access through removable or portable, rather than permanent, ramps. He would not recommend installing permanent ramps that diminish character-defining features.

Carl Scott also restated what he stated at the public meeting – Basically, reemphasizing the point that we should not propose changes to the historic structure, without first seeking alternatives to code requirements, i.e., his reference to the "20% rule." Curtiss noted that the Wisconsin Historic Building Code may allow alternatives to the ADA rules.

The Committee would like to review plans in the design phase of this project.

### **Update – Draft Humanities Council Grant Application for Historic District Walking Tour Brochures**

Curtiss presented the summary draft of the application, seeking additional input from the Committee prior to November 1<sup>st</sup> submittal deadline. Gray suggested extending the project period to June or July. He also suggested using number of hits on the on-line accessible walking tour documents to assess the project's impact and get feedback from the resident/visitor audience. The Committee suggested that in addition to Main Street Marshfield, we should see about letters of support from North Wood County Historical Society, Marshfield CVB and other organizations.

### **Update – Wisconsin Field Office, National Trust for Historic Preservation**

Trent Margrif, the Director for the Wisconsin Field Office, has offered to attend a future meeting to discuss any topic of interest by the Committee. He would also speak on the work of the Trust nationally and in Wisconsin. Curtiss suggested the topic of Heritage Tourism since the topic of conversation at the last couple of meetings has been related to marketing our historic resources. The group agreed this would be a good topic.

### **Old Business**

None.

### **New Business**

Curtiss passed on a request from Alderman Noble who wasn't able to attend the meeting. He wanted to know if there was any support or interest from the Committee in changing the regular meeting date/time, depending on their schedules/commitments. The HP Committee meets the first Monday of each month at 4pm and Noble has a conflict with an evening class this semester. He'd like to attend these meetings

and contribute to this Committee, but may not be able to the next few months. Those present at the meeting discussed and did not want to change the meeting date/time.

Scott updated the Committee on the recent Main Street façade study and design rendering of the east side of the 200-Block of S. Central.

**Set next agenda**

Tentative presentation by National Trust, Wisconsin Field Office.

Motion by Scott, second by Gray to adjourn meeting @ 5:30 PM.

Motion Carried.

Respectfully submitted,  
Bonnie Curtiss Planner/Zoning Administrator